

FIG. 1

132

42

46

44

YOU MAY ALREADY BE A WINNER  
OF \$1,000,000 IN THE  
XYZ SWEEPSTAKES!!!

JOHN DOE,

YOU MAY ALREADY BE A WINNER OF \$1,000,000!!! BY REPLYING TO THIS FACSIMILE, YOU WILL BE ENTERED TO WIN AN ADDITIONAL \$1,000,000 IN THE XYZ SUPPLEMENT SWEEPSTAKES.\*

DO NOT HESITATE TO ANSWER THIS ONCE IN A LIFETIME OPPORTUNITY!!!

BY CHECKING "YES", AND RETURNING THIS NOTICE VIA FAX TO 800-555-1000 WITH THE REQUIRED INFORMATION, YOU WILL BE ENTERED TO WIN \$1,000,000 IN THE XYZ SWEEPSTAKES.

YES I WANT TO BE REGISTERED TO WIN \$1,000,000. BY ENTERING YES, YOU WILL ALSO AUTOMATICALLY BE ENTERED TO WIN AN ADDITIONAL \$1,000,000 IN THE XYZ SUPPLEMENTAL SWEEPSTAKES.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ZIP \_\_\_\_\_

E-MAIL \_\_\_\_\_ ALL FIELDS NECESSARY FOR A VALID ENTRY.

NO I DON'T WANT TO BE RICH BEYOND MY WILDEST DREAMS.

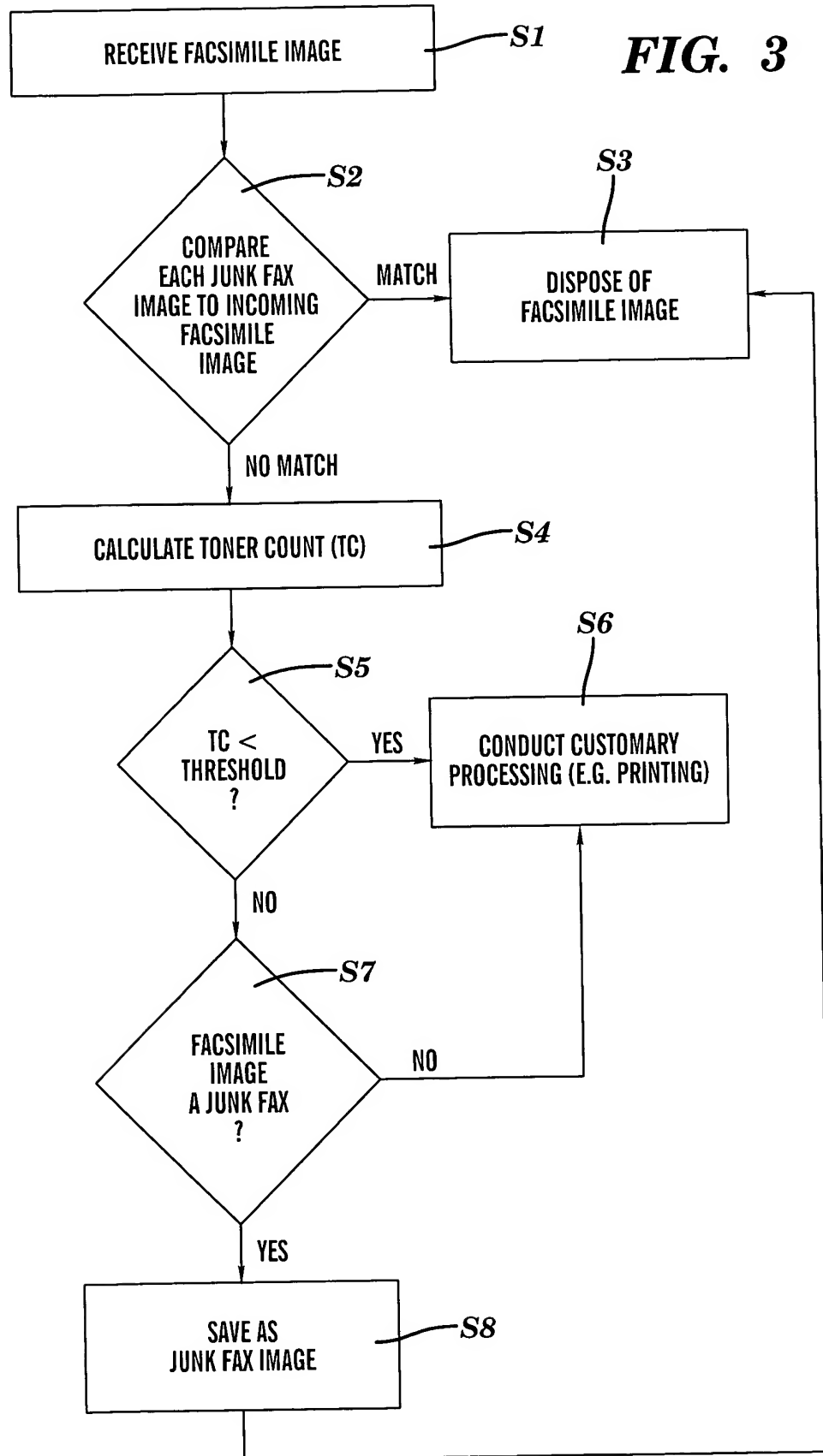
JOHN, DO NOT IGNORE THIS ONCE IN A LIFETIME OPPORTUNITY. YOU'LL NEVER HAVE TO WORK AGAIN IN YOUR LIFE!

SINCERELY,  
JANE DOE,  
XYZ CORPORATION

\*ALL WINNERS SUBJECT TO APPROVAL BY XYZ CORPORATION. XYZ CORPORATION IS A MASS MARKETING COMMUNICATION COMPANY INCORPORATED IN THE BAHAMAS.

**FIG. 2**

**FIG. 3**



32 80 70

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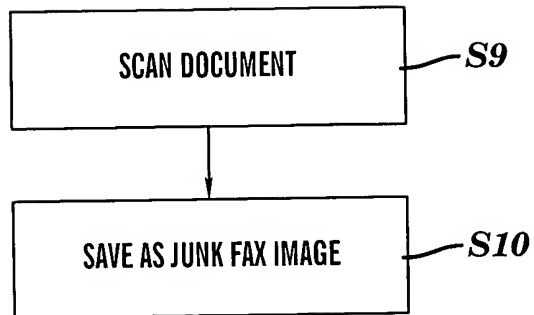
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**FIG. 4**



***FIG. 5***